


Department of Media Studies
B.A. Journalism and Mass Communication
Minutes of 6th Meeting of Board of Studies

The fifth meeting of the Board of Studies in the Department of Media Studies for the UG programme B.A. Journalism and Mass Communication was held on 06.06.2023 at 10:30 A.M in the Department of Media Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College.

The following members were present for the BoS meeting

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms
Head of the Department (Chairman)		
1	Mrs. R. Rajeswari Assistant Professor Department of Media Studies B.A. Journalism and Mass Communication Sri Manakula vinayagar Engineering college Puducherry	Chairman
External Members		
2	Dr. NIVEDHITHIA Associate Professor Department of Journalism and Mass Communication Pondicherry university Puducherry	Subject Expert Pondicherry University Nominee
3	DR. V. ILAMPARITHI Assistant Professor Madurai Kamaraj University Madurai, Tamil Nadu	Subject Expert Academic Council Nominee
4	DR. A.K. ABINESH Assistant Professor Department of Journalism and Mass Communication Madras Christian College	Subject Expert Academic Council Nominee

Internal Member		
5	Mr. T. Santhosh Kumar Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry	Member
6	Ms. R. Sukanya Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
Co-Opted Member		
7	Mr. M. Elamaran Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry	Member
Industry Expert		
8	Mr. Suburayan Creative artist Integra Pvt Ltd, Puducherry	Industry Member

Agenda of the meeting

Item No.: BoS/UG/B.A. Journalism and Mass Communication 6.1

Welcome Address, presenting the value based recent credentials and achievements to the members.

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 6.2

Confirmation of minutes of the Fifth Meeting of the Board of Studies.

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 6.3

To discuss and approve B.A. Journalism and Mass Communication revised curriculum (1-6 Semester) and syllabi (1 Semester) as per autonomous Regulation - 2023.

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 6.4

To discuss about the Innovative Teaching / Practices Methodology adopted to handle the emerging. / Advanced Technological concept courses like Constructive and Collaborative Teaching Methodology

Item No.: BoS/UG/ B.A. Journalism and Mass Communication 6.5


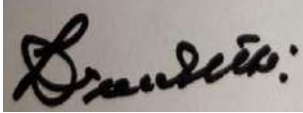


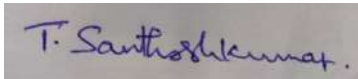
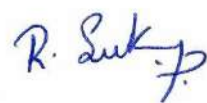
- To review procedures and parameters for Internship at III and V Semesters and Project for VI Semester.
- Admission eligibility criteria/ norms to enroll as student in the specific programme as prescribed by UGC
- Conduct of Internal assessment test, model practical exams, award of internal assessment / Re-Earn / Improvement / Evaluation procedures
- Value added courses (credit / noncredit)
- Training activities conducted for placement and outcome
- Skill development and mandatory courses - Teaching and evaluation procedures
- NPTEL / MOOC online certification courses and its outcome (to be approved by board of studies.
- Remarkable achievements of students
- Institutional Recognitions
- Professional Bodies activities and its outcome

Minutes of the Meeting


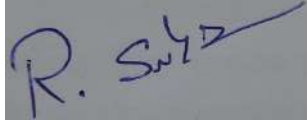
Item 6.1	Mrs. R. Rajeswari, Chairman, BoS opened the meeting by welcoming and introducing the External members, to the Internal members. The attainments and awards of the Institution have been briefed for the benefit of the members of the Board.					
Item 6.2	Chairman, BoS, appraised the minutes of 5 th BoS, its implementation and was approved by the BoS members.					
Item 6.3	The BoS Members approved the Curriculum Structure and Syllabus of the B.A. Journalism and Mass Communication programme with few corrections and recommended the same to academic council.					
	Sl.No.	Regulation	Semester	Couse Title with Course Code	Unit No.	Particulars
	1.	2023	I	Introduction to Journalism (Reporting, writing, Editing) A23JMT102D	I,II,III,IV	In Unit I categories of news is added, Unit II is changed to News Writing for Radio and Television, in unit III Business and sports types of news is added and Unit IV Role, functions and responsibilities of Subeditor is added. The syllabus is modified to fetch better industrial knowledge to the students.
	The above corrections are incorporated and are approved by the BOS members. (Curriculum Given in Annexure- I, Modified Syllabus Given in Annexure - II)					
Item 6.4	Discussed about the Innovative Teaching Practice Methodology adopted to handle the emerging and Advanced Technological concept courses.					
Item 6.5	Discussed and received suggestions about the parameters for internship at III and V Semesters and Project for VI Semester. Discussed and received suggestions for Training activities conducted for placement and Remarkable achievements of students.					

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The meeting was concluded at 11.30 A.M with the vote of thanks by Mrs. Rajeswari R, Assistant Professor, Department of Media Studies.

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms	Signature
Head of the Department (Chairman)			
1	Mrs. R. Rajeswari Assistant Professor Department of Media Studies B.A. Journalism and Mass Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman	
External Members			
2	Dr. NIVEDHITHIA Associate Professor Department of Journalism and Mass Communication Pondicherry university Puducherry -605014	Subject Expert Pondicherry University Nominee	
3	DR. V. ILAMPARITHI Assistant Professor Madurai Kamaraj University Madurai, Tamil Nadu – 625021	Subject Expert Academic Council Nominee	
4	DR. A.K. ABINESH Assistant Professor Department of Journalism and Mass Communication Madras Christian College – 600059	Subject Expert Academic Council Nominee	
Internal Member			
5	Mr. T. Santhosh Kumar Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
6	Ms. R. Sukanya Assistant Professor Department of Media Studies B.Sc. Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	

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Co-Opted Member			
7	Mr. M. Elamaran Assistant Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	
Industry Expert			
8	Mr. Suburayan Creative artist Integra Pvt Ltd, Puducherry – 605008	Industry Member	

R. Rajeswari

Mrs. R. Rajeswari
Assistant Professor/Journalism and Mass Communication
Chairman –BoS (B.A. Journalism and Mass Communication)

R. Rajeswari

Head of the Department
(R.Rajeswari)

S. Muthulakshmi

Dean SAS
(S. Muthulakshmi)

ANNEXURE I

SEMESTER – I										
Sl. No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23TAT101C	Tamil – I	MIL	3	0	0	3	25	75	100
	A23FRT101C	French-I								
2	A23GET101C	General English – I	ENG	3	0	0	3	25	75	100
3	A23JMT101D	Introduction to Communication and media	DSC	4	0	0	4	25	75	100
4	A23JMT102D	Introduction to Journalism (Reporting, writing, Editing)	DSC	3	1	0	4	25	75	100
5	A23JMD101D	Basic Photography	IDC	3	0	0	3	25	75	100
Practical										
6	A23JML101D	News Reporting and Editing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A23ENSA01C	Communication Skills Lab	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
8	A23AETA02C	Environmental Studies	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
9	A23JMC101D	Adobe Photoshop	EEC	0	0	2	-	100	0	100
I Semester Total Credits/Marks							22	475	425	900

SEMESTER – II										
Sl No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23TAT202C	Tamil – II	MIL	3	0	0	3	25	75	100
	A23FRT202C	French - II								
2	A23GET202C	General English – II	ENG	3	0	0	3	25	75	100
3	A23JMT203D	Theory of Communication	DSC	3	1	0	4	25	75	100
4	A23JMT204D	Applications of Computer in media	DSC	3	1	0	4	25	75	100
5	A23JMD202D	State politics and constitution	IDC	3	0	0	3	25	75	100
Practical										
6	A23JML202D	Photography lab	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A23ENS202C	Soft Skills lab	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
8	A23AET202C	Public Administration	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
9	A23JMC202D	Adobe Illustrator	EEC	0	0	2	-	100	0	100
Extension Activity										
10	A23EAS201C	National Service Scheme	EA	0	0	2	1	100	0	100
II Semester Total Credits/Marks							23	575	425	1000

SEMESTER – III										
Sl No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23JMT305D	Radio Journalism	DSC	3	1	0	4	25	75	100
2	A23JMT306D	Television Production	DSC	3	1	0	4	25	75	100
3	A23JMD303D	Online Journalism	IDC	3	0	0	3	25	75	100
4	A23XXO3XXC	Open Elective 1**	OE	2	0	0	2	25	75	100
5	A23VCE302C	Video Jockey	DSE	3	0	0	3	25	75	100
Practical										
6	A23JML303D	Graphic designing lab	DSC	0	0	4	2	50	50	100
7	A23JML304D	Visual news production	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A23JMS301D	Photo Journalism	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
9	A23AETA04C	Value Education	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
10	A23VCC303D	Autodesk 3ds Max	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							23	425	475	900

SEMESTER –IV										
SI No	Course Code	CourseTitle	Category	Periods			Credits	Max.Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23JMT407D	Media ethics	DSC	3	1	0	4	25	75	100
2	A23JMT408D	Principles of advertising	DSC	3	1	0	4	25	75	100
3	A23JMD404D	Mojo – Mobile Journalism	IDC	3	1	0	3	25	75	100
4	A23XXO4XXC	Open Elective–2**	OE	2	0	0	2	25	75	100
5	A23VCE404C	Film Criticism and Analysis	DSE	2	1	0	3	25	75	100
Practical										
6	A23JML405D	Magazine designing	DSC	0	0	4	2	50	50	100
7	A23JML406D	Designing for Web	DSC	0	0	4	2	50	50	100
Internship										
8	A23JMN401D	Media Internship	DSC	2	0	0	2	50	50	100
Skill Enhancement Course										
9	A23MASA01C	Quantitative aptitude and Logical Reasoning	SEC	0	0	4	2	100	0	100
Ability Enhancement Course										
10	A23AETA03C	Indian Constitution	AEC	1	0	0	1	100	0	100
Employability Enhancement Course										
11	A23JMC404D	Adobe After Effects	EEC	0	0	2	-	100	0	100
IVSemesterTotalCredits/Marks							25	425	475	900

SEMESTER – V										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23JMT509D	Introduction to public relations	DSC	3	1	0	4	25	75	100
2	A23JMT510D	Cyber media	DSC	3	1	0	4	25	75	100
3	A23JME509C	Folk Media	DSE	3	0	0	3	25	75	100
Practical										
4	A23JML507D	Radio production Lab	DSC	0	0	4	2	50	50	100
5	A23JML508D	Video production Lab	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
6	A23JMS502D	Visual Media Research Methods	SEC	0	0	4	2	100	0	100
Online category Course										
7	A23VCM501D	MOOC – Certification Course	OCC	0	0	2	0	100	0	100
V Semester Total Credits/Marks							17	375	325	700

SEMESTER – VI										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A23JMT611D	Commercial Broadcasting	DSC	3	1	0	4	25	75	100
2	A23JMT612D	Media culture and communication	DSC	3	1	0	4	25	75	100
3	A23VCE612C	Advertising and Public Relations	DSE	3	1	0	3	25	75	100
Practical										
4	A23JML609D	Documentary film	DSC	0	0	4	2	50	50	100
Project										
5	A23JMP601P	Phase I - Media Internship Phase II – Portfolio	DSC	0	0	10	5	40	60	100
Skill Enhancement Course										
6	A23JMS603D	Short film Production	SEC	0	0	4	2	100	0	100
VI Semester Total Credits/Marks							20	365	335	600

Annexure - I
Discipline Specific Elective Courses

Discipline Specific Elective – I (Offered in Semester III)		
Sl No	Course Code	Course Title
1	A23VCE301	Art Direction
2	A23VCE302	Video Jockey
3	A23JME303	Mass Media in India
Discipline Specific Elective – II (Offered in Semester IV)		
1	A23VCE404	Film Criticism and Analysis
2	A23VCE405	Jingle Production
3	A23JME406	Indian Broadcasting
Discipline Specific Elective – III (Offered in Semester V)		
1	A23VCE507	Media Presentation Skills
2	A23VCE508	Media Aesthetics
3	A23JME509	Folk Media
Discipline Specific Elective – IV (Offered in Semester VI)		
1	A23VCE610	Semiotics and Visual Analysis
2	A23JME611	Ethnography
3	A23VCE612	Advertising and Public relations

Open Elective Semester – III

1	A23VCO301C	Event Management	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
2	A23VCO302C	Graphic Design	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
3	A23VCO303C	Role of social media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics

Semester - IV

1	A23VCO404C	Basics of News Reporting	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
2	A23VCO405C	Scripting for media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
3	A23VCO406C	Video Editing	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics

ANNEXURE II

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Department	Media Studies	Programme: B.A. Journalism and Mass Communication						
Semester	First	Course Category Code: DSC	*End Semester Exam Type: TE					
Course Code	A23JMT102D	Periods / Week			Credit	Maximum Marks		
Course Name	INTRODUCTION TO JOURNALISM (REPORTING, WRITING, EDITING)	L	T	P	C	CAM	ESE	TM
		3	1	0	4	25	75	100
Prerequisite	General knowledge of News							
Course Objectives	Understand the source and style of news.							
	Develop skills of writing, report and editing.							
	Apply the latest techniques in reporting and editing.							
	Understand the periodic changes in the media							
	Deeply interpret on the Freedom of Press.							
Course Outcome	On completion of the course, the students will be able to							BT Mapping
								(Highest Level)
	CO1	Understand the Characteristics of news, different style of news writing.						K2
	CO2	Interpret the concept of news writing for radio and television.						K3
	CO3	Execute the process of reporting in print media.						K3
	CO4	Analyse the concepts of editing for print media.						K5
	CO5	Appraise the freedom of press.						K4
UNIT-I	Introduction to news				Periods: 12			
	<ol style="list-style-type: none"> 1. News: Meaning and definition 2. Sources and elements of news 3. Characteristics of news 4. Different styles of news writing. 5. Categories of News 							CO1
UNIT-II	News Writing for Radio and Television				Periods: 12			
	<ol style="list-style-type: none"> 1. News Writing for Radio and Television 2. Approaches to news writing – conversational style 3. Sentence construction, Word choice, Punctuation 4. Presentation and layout 5. Clichés and jargon, Numeracy and numbers 6. Headlines and links 7. Voice pieces 							CO2
UNIT-III	Reporting for print media				Periods: 12			
	<ol style="list-style-type: none"> 1. Definition, scope, concept and principles of news reporting 2. Types and techniques of news reporting 3. Functions of reporting: Interview, collection of data, research 4. Qualities and Responsibilities of a reporter. 5. Introduction to different types of reporting: Investigative, Cultural, Political, Business, Sport and civic issues. 							CO3

UNIT-IV		Editing for print media			Periods: 12			CO4
<ol style="list-style-type: none"> 1. Theories and Principles of Editing 2. Preparing good copies for Newspaper, Magazine and others 3. Introduction to editing symbol, proof reading symbols and Copydesk 4. Role, functions and responsibilities of Copyeditor and Subeditor 								
UNIT-V		Freedom of press			Periods: 12			
<ol style="list-style-type: none"> 1. The right to publish and the right to privacy 2. Press code and Ethics 3. Press councils guide to Journalistic Ethics 4. Censorship and control in the press 								
Lecture Periods: 45		Tutorial Periods: 15		Practical Periods: -		Total Periods: 60		
Text Books								
<ol style="list-style-type: none"> 1. Aruna Zachariah, —Print Media, Communication and Management : Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2nd edition, 2007 2. Natrajan J, —History of Indian Journalism, Publications Division, Ministry of Information and Broadcasting, Govt. of India, 1997 3. Parthasarthy, Rangaswami., —Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1st edition, 1995 								
Reference Books								
<ol style="list-style-type: none"> 1. Nalini Rajan, —21st Century Journalism in India, SAGE Publication, 1st edition, 2002 2. Vir Bala Agarwal and V.S.Gupta, —Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi, 1st edition, 2001 3. Suhas Chakravarty., —News Reporting and Editing : An Overview, Kanishka Publishers, Delhi, 1st edition, 2000 4. Fedler, Fred, John R. Bender, Lucinda Davenport & Michael W. Drager, Reporting for the Print Media, New York, OUP, 2001 5. Keeble, Richard, The Newspapers Handbook, London, Routledge, (2001), 								
Web References								
<ol style="list-style-type: none"> 1. https://journals.sagepub.com/home/jmq 2. https://www.tandfonline.com/toc/hmcs20/current 3. https://www.hilarispublisher.com/mass-communication-journalism.html 4. https://rni.nic.in/all_page/history.aspx 5. https://www.tribuneindia.com/news/schools/how-to-write-a-news-report-108029 								

COs/POs/PSOs Mapping

COs	Program Outcomes (POs)					Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO3
1	3	3	3	3	3	3	3	2
2	3	3	3	3	3	3	3	2
3	3	3	3	3	3	3	3	3

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4	3	3	3	3	2	3	3	2
5	3	3	3	2	3	3	2	3

Correlation Level: 1 - Low, 2 - Medium, 3 – High

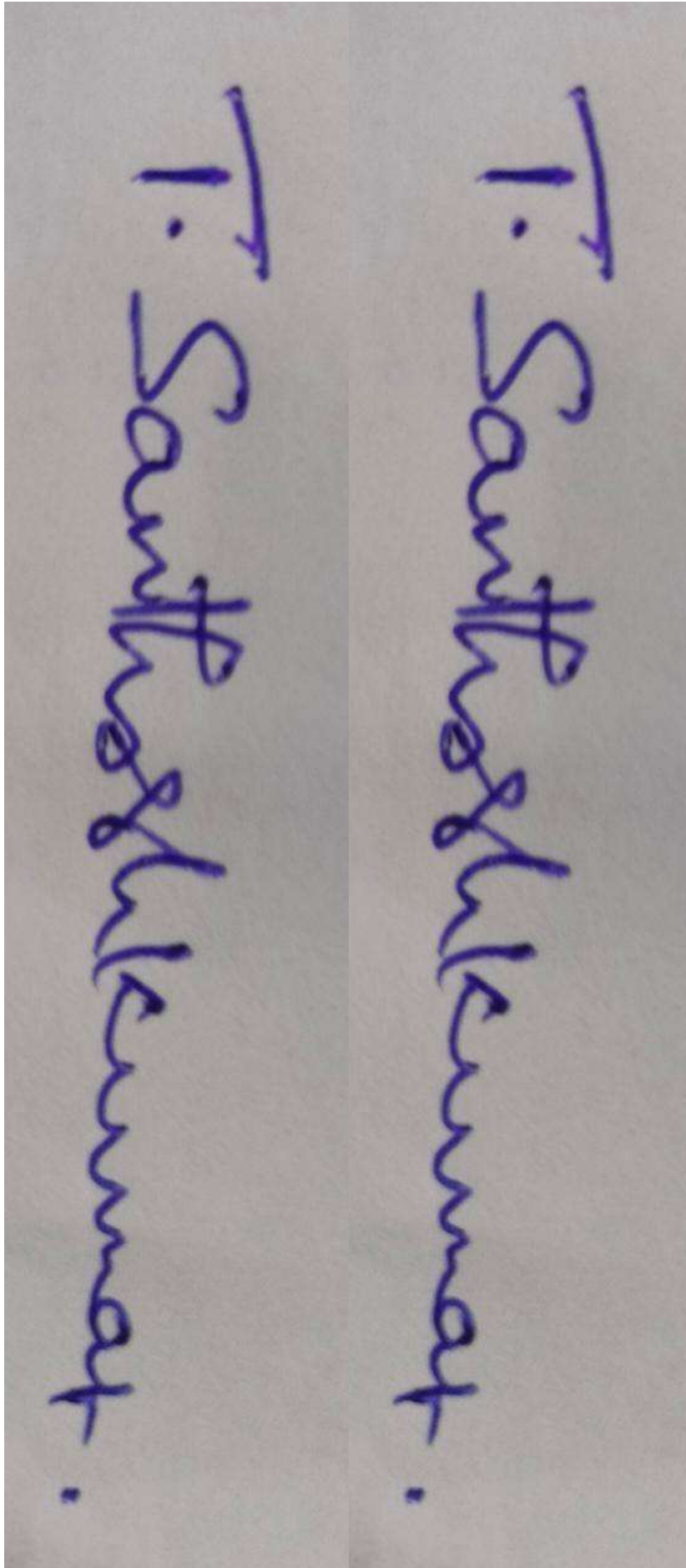
Assessment Pattern as per Bloom’s Taxonomy

Test / Bloom’s Category*	Remembering (K1) %	Understanding (K2) %	Applying (K3) %	Analyzing (K4) %	Evaluating (K5) %	Creating (K6) %	Total %
CAT1	10	20	70	-	-	-	100
CAT2	10	20	70	-	-	-	100
ESE	10	30	60	-	-	-	100

* ±3% may be varied

Evaluation Method

Assessment	Continuous Assessment Marks (CAM)					End Semester Examination (ESE) Marks	Total Marks
	CAT 1	CAT 2	Model Exam	Assignment*	Attendance		
Marks	10	5	5	5	5	75	100



* Application oriented / Problem

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solving / Design / Analytical in content beyond the syllabus.